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| **Formatting** | **Fonts** | **Handouts** | **Content** |
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| * Ensure consistent formatting (font point size as well as placement on page). * Design the poster in columns rather than rows. That way, attendees do not need to walk back and forth to read the material * Keep the graphics simple and colorful and the words minimal. A matte, neutral colored background is easier to read than bright colors. | * Text should be seen from five feet away (no smaller than 16 point font is recommended). * Use fonts that are easy to read (avoid script or whimsical fonts or fonts with serifs). * All should be the same, unless one font is used for headings and a complementary font is used for body (all those should be consistent). | * Provide handouts of the details of the display. * Include a way for attendees to provide email addresses to receive electronic copies of any materials. * Provide contact information for all presenters. | * Remember to focus on a concise “take home” message. The attendees should be able to “get” the display on their own, in about 30 seconds. * Posters should focus on data that supports problem-solving efforts * Consider sharing data to support implementation beyond the Universals level. * Posters should demonstrate implementation efforts that are innovative or demonstrate sustainability |